

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT : Ronald D. BLUM, et al.
SERIAL NO. : Unassigned
FILED : January 20, 2004
FOR : INTERACTIVE AND DYNAMIC ELECTRONIC FLOOR
ADVERTISING/MESSAGING DISPLAY
GROUP ART UNIT : Unassigned

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 CFR § 1.56, the attention of the Patent and Trademark Office is hereby directed to the reference listed on the attached PTO-1449. Unless otherwise indicated herein, one copy of each reference is attached. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the reference be made of record therein and appear among the "References Cited" on any patent to issue therefrom. The filing of this Information Disclosure Statement and the enclosed PTO Form No. 1449, shall not be construed as an admission that the information cited is prior art, or is considered to be material to patentability as defined in 37 C.F.R. § 1.56(b).

This Information Disclosure Statement is being filed before the mailing date of a first Office Action on the merits in the present application. Therefore, it is believed that no certification or fee is required. However, authorization is hereby given to charge any fees due, or to credit any overpayment, to Deposit Account No. 11-0600

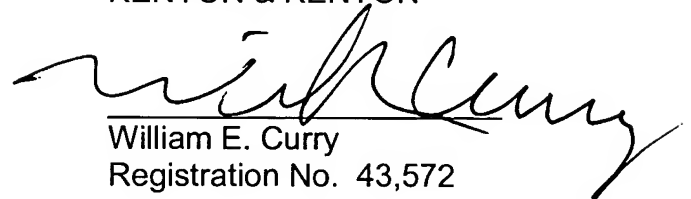
Patent Application
Atty. Docket No. 10551/535

The Examiner is invited to contact the undersigned at (202) 220-4323 to discuss any matter concerning this application.

Respectfully submitted,

KENYON & KENYON

Date: JAN. 20, 2004


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Application Number		Unassigned			
Filing Date		January 20, 2004			
First Named Inventor		Ronald D. Blum, et al.			
Group Art Unit		Unassigned			
Examiner Name		Unassigned			
Attorney Docket Number		10551/535			
Sheet	1	of	1		

U.S. PATENT DOCUMENTS						
Examiner Initials *	Cite No. ¹	U.S. Patent Document		Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
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			WO 02/100094 A2		Reactrix Systems, Inc.	12-12-02	

Examiner Signature		Date Considered	
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* EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² See attached Kinds of U.S. Patent Documents. ³ Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). ⁴ For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. ⁵ Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. ⁶ Applicant is to place a check mark here if English language Translation is attached.

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